



Creating More and Better Jobs

PURE *M*ICHIGAN **Focus**

**James McBryde, Vice President of Governmental Affairs
Michigan Economic Development Corporation**

**Senate Economic Development Committee
August 15, 2013**

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Michigan Economic Development Corporation



The MEDC promotes smart economic growth by developing strategies and providing services to create and retain good jobs and a high quality of life.

- The state's economic development authority, with direct control over resources and programs
- Partnership between the State of Michigan and local communities
- One-stop resource for business retention, expansion and relocation projects
- Structure allows for speed, continuity and flexibility

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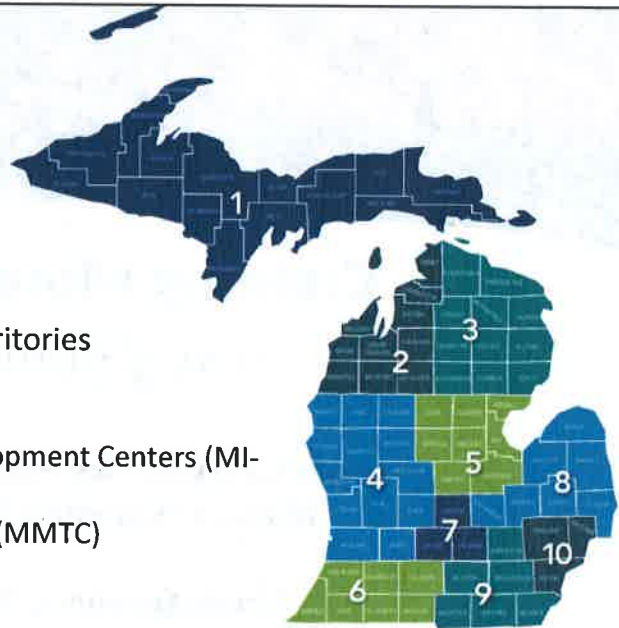
Regional Focus

Ten development regions

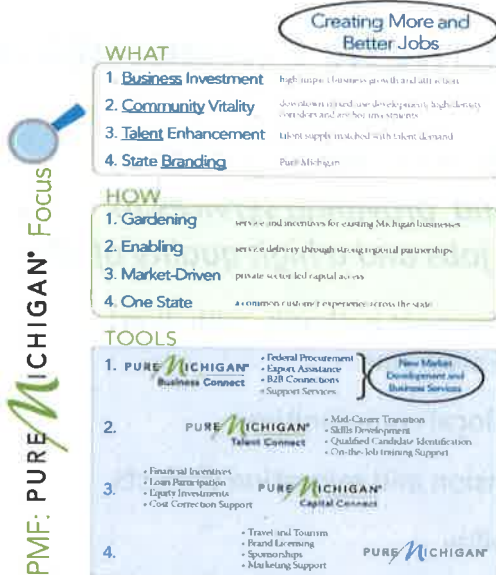
- 67 Interlocal and 87 corporate partners
- Work together to align regional services and priorities

MEDC and service providers have aligned territories

- MEDC Field Teams & Support
- Michigan Works! Agencies (MWAs)
- Michigan Small Business & Technology Development Centers (MI-SBTDC)
- Michigan Manufacturing Technology Centers (MMTC)
- Transportation (MDOT)
- Agriculture & Rural Development (MDARD)



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MEDC: Focused & Balanced Approach to Economic Development

The MEDC supports Governor Snyder's initiatives and economic outcomes targeted on his dashboard by focusing on:

- **Business Growth and Investment**
- **Vibrant and Vital Communities**
- **Talent Enhancement**
- **Michigan's business and tourism brand**

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Business Tax Reform

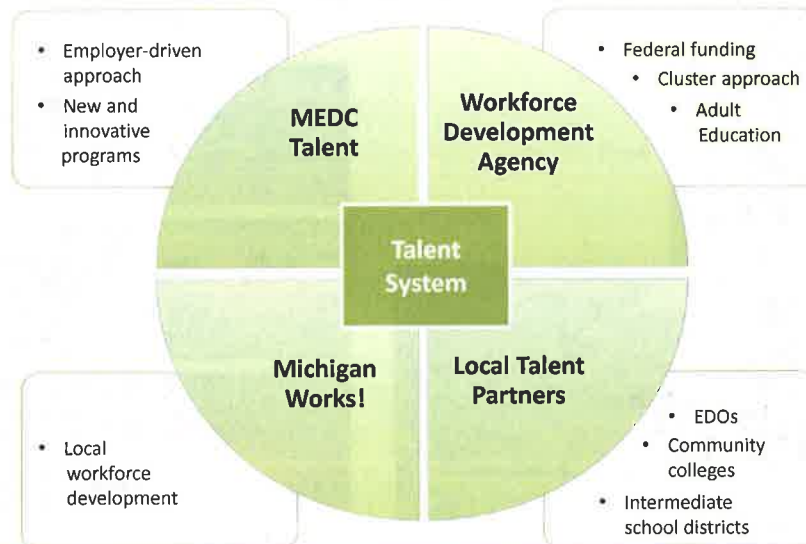
- Corporate tax rank from #49 to #7
- Overall tax rank from #18 to #12
- 3rd among the nation's 12 largest states

**At Least
80%
Tax Cut for
Businesses**

Best in the Midwest!

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Full Service Workforce & Talent System



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Pure Michigan Talent Connect



MiTalent.org

The place for:

- Job Seekers
- Employers
- Career Explorers

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Advertising

Bus Wraps



Marquette Harbor



Miners Beach Falls

Billboards



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2013 National Cable Buy

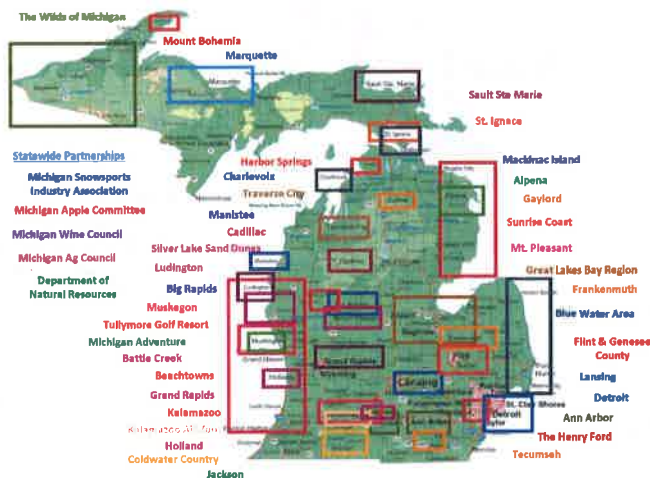
\$13 million – 5,000 airings of Pure Michigan TV commercials from March through June



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Pure Michigan Travel Partnerships

43 partnerships throughout the State



National Partnerships

Ann Arbor
Grand Rapids
Mackinac Island
The Henry Ford
Traverse City

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Pure Michigan Hunting



- Statewide Hunting Listings
- Open Public Hunting Land Maps
- Dept. Natural Resources Hunting Guides
- Dept Natural Resources Hunting information

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Pure Michigan Fishing



- Statewide Fishing Listings
- Purchase A Michigan Fishing License
- Michigan Fish And How To Catch Them
- Michigan Charter Boat Association

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Pure Michigan Social Media

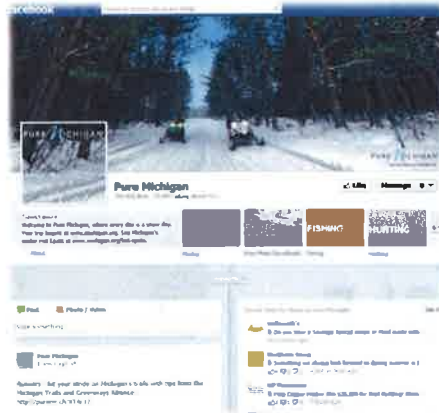
Facebook

YouTube

Twitter



youtube.com/puremichigan



facebook.com/puremichigan



twitter.com/puremichigan

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Pure Michigan Sponsorships

Reinforcing the Michigan brand at key cultural and sports events



PURE MICHIGAN®

One State

Integrating state services for citizen customers



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Pure Michigan Export Program

"We are reinventing Michigan in a way that works better for our businesses and creating strong tools like the Pure Michigan Export Program to help Michigan companies compete globally and diversify their customer base."

- Rick Snyder, Governor

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Targeted industries for bilateral trade and foreign direct investment



Targeted countries for foreign direct investment



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So how are we doing?

Michigan is America's comeback state

Michigan is **#1** on the list of states that recovered most from the Great Recession

In 2011, Michigan's economy grew **2.3%** - the **6th** best growth rate in the U.S.

Corporate tax rank **#7** from **#49** – **3rd** among the 12 largest states

Today, we have **200,000** new payroll jobs

Unemployment is **8.7%** down from 14.2% in 2009

Michigan home sales were up **10%** in 2012

Michigan ranks **#3** for high-tech job growth

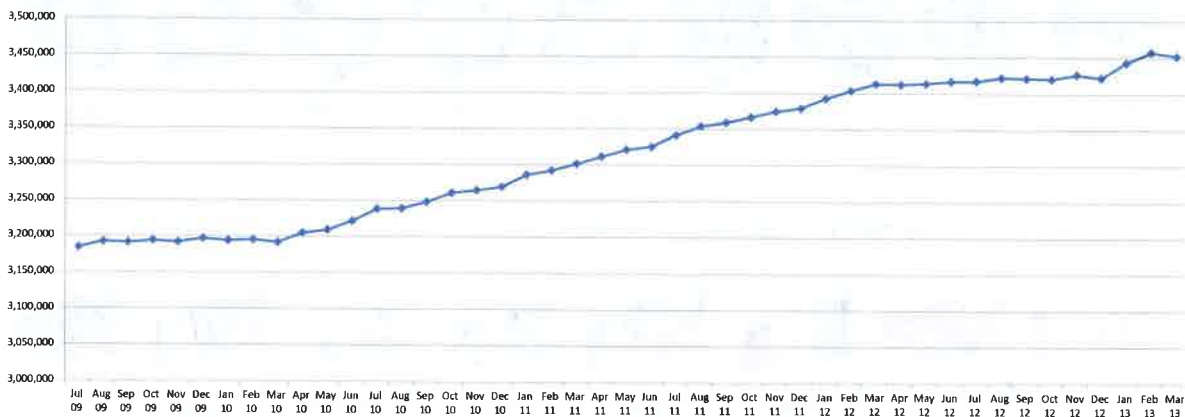
Michigan employers are saving **\$1 billion** in unemployment costs

Moody's and Standard & Poor's revised Michigan's outlook to **positive**

Fitch Ratings improved Michigan's general obligation bonds from AA- to **AA**

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Employment Trends in Michigan Private Sector Employment



Source – Seasonally Adjusted Employment; CES, Labor Market Information, DTMB

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Making it Real in the Upper Peninsula



DA Glass America, a subsidiary of a Polish glass manufacturing company, plans to expand their glass product operations in **Calumet Township**.

Projected Private Investment: \$10.5 million

Projected Job Creation: 102

Projected Average Wage: \$23.56 per hour

Incentive: \$2 million in SSBCI – Loan Participation Fund

Veridea Group, LLC plans to construct approximately 150,000 square feet of space for retail, office/professional and residential purposes, including a regional bank headquarters, in the **City of Marquette**.

Projected Private Investment: \$31 million

Projected Job Creation: 18

Incentives: \$1.875 million MCRP performance-based grant
\$7.5 million in Brownfield TIF – Local Mills
\$14.3 million in Brownfield TIF – State Mills



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Making it Real in the Upper Peninsula

Enstrom Helicopter plans to expand their current operations in **Menominee**.

Projected Private Investment: \$8 million

Projected Job Creation: 128

Projected Average Wage: \$22.52 per hour

Incentive: \$2.45 million in SSBCI – Loan Participation Fund

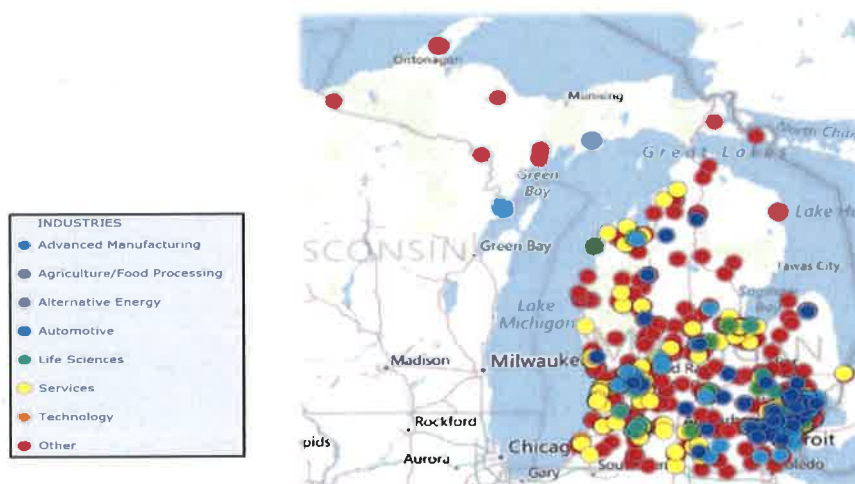


State Trade Export Program – FY 2013 Funding Recipients


- Argonics (Marquette)
- Connor Sports Flooring (Amasa)
- Delta Manufacturing (Escanaba)
- Dickinson Homes (Kingsford)
- Engineered Machine Products (Escanaba)
- Enstrom Helicopter (Menominee)
- GS Engineering (Houghton)
- L'Anse Manufacturing (L'Anse)
- LiteBrake (Hancock)
- IQ Designs (Manistique)
- Online Engineering (Manistique)
- Pisces (Gladstone)
- REL, Inc. (Calumet)
- Superior Fabrication (Kincheloe)
- VanAire (Gladstone)
- Marble Arms (Gladstone)
- P&P Power (Kincheloe)

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2011-12 Project Successes



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Questions?

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